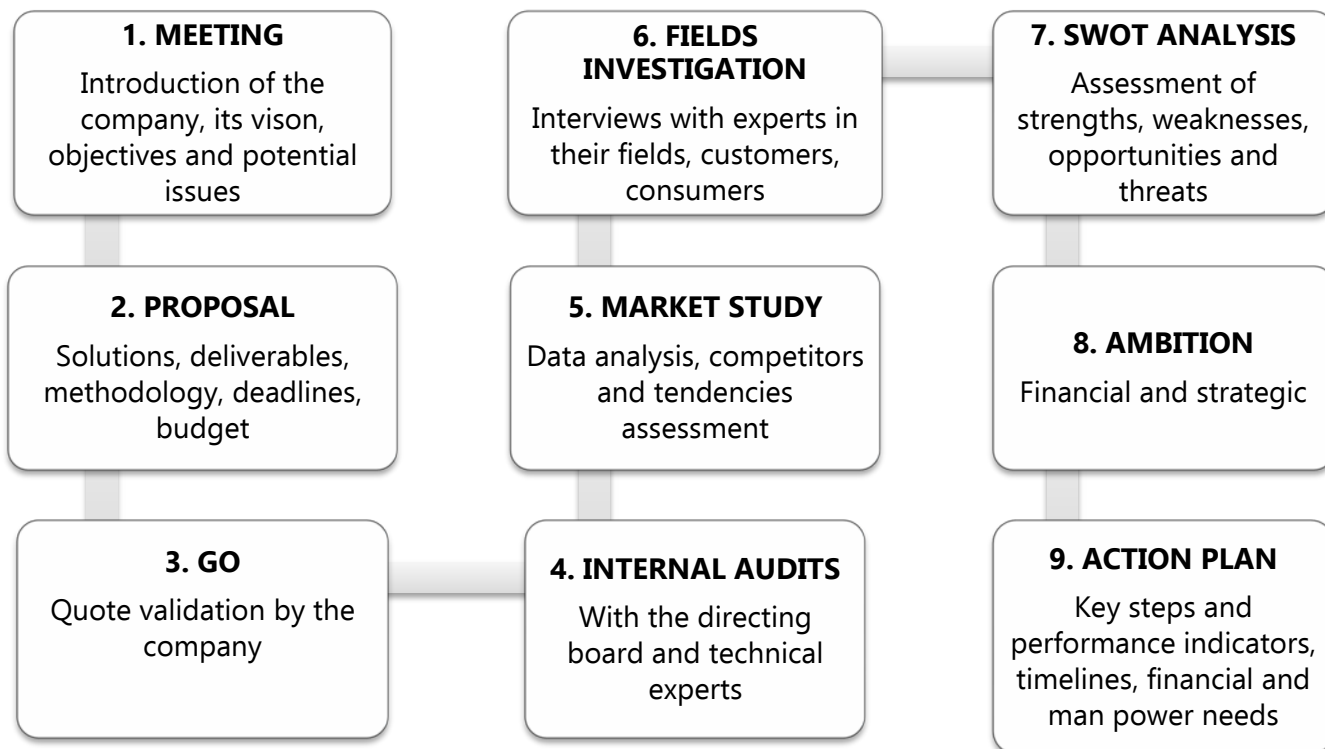# THE PUR SUCCES METHODOLOGY FOR STRATEGIC PLANNING

This document describes the approach developed by PUR SUCCES to plan your company's marketing strategy for a period of 1 to 3 years.

1. MEETING Introduction of the company, its vison, objectives and potential issues	**6. FIELDS INVESTIGATION** Interviews with experts in their fields, customers, consumers	**7. SWOT ANALYSIS** Assessment of strengths, weaknesses, opportunities and threats
2. PROPOSAL Solutions, deliverables, methodology, deadlines, budget	**5. MARKET STUDY** Data analysis, competitors and tendencies assessment	**8. AMBITION** Financial and strategic
3. GO Quote validation by the company	**4. INTERNAL AUDITS** With the directing board and technical experts	**9. ACTION PLAN** Key steps and performance indicators, timelines, financial and man power needs

The schematic steps described above show the general methodology. The latter will be adapted to your company needs, by adding or removing some steps. Note that there is a frequent need to integrate a "marketing audit" between steps 1 and 2, in order to make the "Proposal" more precise. In certain cases, steps 5 and 6 can be skipped if the company already possesses up to date information. For a new product launching strategy steps such as segmentation, targeting and positioning should be added. Each request will be carefully analysed and an offer with a specific methodology matching your needs will be provided together with a quote. The strategic thinking will be performed in close collaboration with the directing board, which consists of experts of their product/service and the decision makers. An availability of a few hours per week should be anticipated in order to perform this step. PUR SUCCES brings the tools for marketing planning, methodology control, strategic vision together with its know-how so that this exercise could provide you with optimum results, while minimising the time you will invest.

Do not postpone your success, contact PUR SUCCES right now!